

THE OUTLOOK

THOS. O. LUSTER, Publisher

Published Weekly In The Interest
of Carrizozo and all of Lincoln
County, New Mexico.

LARGEST CIRCULATION IN THE COUNTY

Entered as second-class matter January
6, 1911, at the post office at Carrizozo, New
Mexico, under the Act of March 3, 1879.

Advertising forms close Wednesday at noon
News columns close Thursday night. If you
do not receive your paper regularly, please notify
the Publisher. Advertising rates on application.

SUBSCRIPTION RATES

ONE YEAR, in Advance - \$1.50
SIX MONTHS, in Advance - .75
OFFICE PHONE NUMBER 24

FRIDAY, JULY 16, 1915

WHIM WHAMS

Just now a man without a straw
hat is as conspicuous as was the
man with one in April.

An El Paso man cleaned his shot
gun recently and his funeral was
attended by a large crowd.

The days are getting shorter.
"Safety First" is an excellent mot-
to, but we don't all observe them.

Three charivari's were pulled off
in Dawson one night last week.
There must be something doing in
that village.

One night last week a young
Chavez County girl saw her steady
taking another skirt to the movies
and she swallowed a dose of poison.

Many a man has looked upon a
woman as his guardian angel. It
is only after he has married her
that he finds she is all guardian.

Two Phoenix, Arizona youths
have been sentenced to ten days
in jail for calling a woman a chick-
en. What would have happened
to them if they had called her a
hen?

A widow was seen busy with a
watering can over a new grave near
Roswell recently. "What are you
watering so busily?" asked a passer
by. "Well I promised my first
husband that I wouldn't marry
until his grave was green," said the
widow, "and have just had a very
good offer, so I am trying to hurry
things up a little."

One of El Paso's good looking,
well-to-do bachelors, who was being
teased by the members of a certain
club of girls for not marrying, gal-
lantly offered to make the girl
whom the club should elect, his
wife, just to show them he was not
averse to matrimony. Each girl
went to a corner and wrote her
choice on a piece of paper, disguis-
ing her handwriting. There were
nine members of the club present,
and the result showed that each
had received one vote. The young
man is still a bachelor, and the
club has disbanded with the young
ladies all mad at each other.

BALL PLAYER'S PRAYER

Lord help me to play the game
It matters not to you whether I
am talented or poor in natural
gifts; wealthy or starving; a leader
among men or a simple follower, so
that I play the game as you would
have it played. Help me to keep
my eye on the ball; that the curves
of temptation may not deceive me.
Keep my feet in the path of right-
eousness, that I may round the
bases. Help me to beat out my
bunts, and hold me that I stray
not too far from base when the
catcher is ready to peg me. Count
not my foul balls against me, O
Lord, for the batting eye sometimes

goes wrong, though the intention
is right. Help me in the pinches,
Lord, because a good single might
bring my brother home. Let not
the music from the fans keep my
eye from the ball, nor the entice-
ments from the slabman draw me
away from the need of a clean single
with a man on second. Help me,
O Lord, to bat over 300, because
my eyes are on the big league for
eternity even while I sojourn here
among the brushers.

PUBLIC OBJECTS TO ADS IN CIRCULARS

Wide Feeling Against Handbills
Which Litter Up Streets
and Porches.

There is not wanting evidence that
there is a growing public feeling
against the abuse of advertising by
circulars, whether these are sent by
mail or are delivered by hand, locally.
Recently a correspondent of the New
York Herald wrote that paper:

"For years I have been steadfast in
refusing to deal with anybody who
puts advertising in my letter box. If
every tradesman pursued this absurd
method advertising my trousers would
always be baggy, my carpets would re-
main forever uncleared and I would
do my marketing in New Jersey."

Doubtless there are many other men
who feel as this correspondent does
for advertising of this sort is an un-
mitigated nuisance. When the adver-
tising circular is sent by mail, with
the proper postage prepaid, it is bad
enough, and in so far as it helps to
swell the postal revenue and so helps
to bear the burden of carrying the reg-
ular and important mails is not alto-
gether to be condemned. But there is
no excuse for the tradesmen who em-
ploy agents to fill private letter boxes
intended for the reception of the reg-
ular mail, with their useless literature.

And on one other ground we believe
that the private citizen has a right to
protest against the advertising cir-
cular. One of the chief trades that often
offends in this regard is the patent
medicine vender. His circulars are
thrust into letter boxes, scattered over
lawns that, in any case, are hard
enough to keep clean and neat, and
even jammed under the front door.
Many of these circulars are atrocious
in their frank discussion of the numer-
ous ills "to which flesh is heir," and
to add to the horror of the letterpress
they are often eked out with gaudy
colored pictures of various parts of the
human anatomy. It is more than a lit-
tle task to keep this grewsome and
unwholesome literature out of the
hands of children, for when the adver-
tiser gets busy such circulars are on
every hand.

So much of this sort of circular ad-
vertising is to be seen cluttering up
the streets and alleys, filling the gar-
bage cans and littering the front
porches that it should seem that ad-
vertisers must realize what a wasteful
and useless form of advertising this
is. Probably there is no form of print-
ed literature in so low repute as the
circular. It has nothing back of it; it
is an unwelcome visitor, usually its
objectionable features are recognized
at a glance as it goes into the waste
paper basket unopened.

The public that purchases looks to
the reputable newspaper for the adver-
tisements of the goods it wants, for
behind such advertising there is char-
acter. Against the characterless ad-
vertising circular, that is a public and
a private nuisance, there should be an
ordinance enacted that would check
the industry and which would certain-
ly go a long way toward helping keep
the city clean.

Let US PRINT
YOUR
SALE BILLS

FRESH BREAD, PIES, CAKES, Etc., at

G. A. WILLIAMS'

I bake every day except Sunday, therefore my
goods are always fresh.

For anything in the grocery line you cannot
beat our prices. Give us a trial and be con-
vinced.

WE ANNOUNCE BEGINNING FRIDAY 16th OUR ANNUAL July Clearance Sale

By far the most important merchandising event
of the season, wherein the prices of all seasonable
goods are sharply reduced. Only a very few of
the many bargains on our counters are listed be-
low.

Ladies' Dress Skirts

Ladies' Dress Skirts in all wool and
wash fabrics. From \$1.50 to \$7.50,
reduced 33 $\frac{1}{3}$ per cent

Pronounced Good Values

Men's Straw Sailor Hats	25c
Ladies' \$1.50 Nightgowns	95c
1000 yards 25c wash goods	19c
Children's 35c Holeproof Hose	25c

WE
DO
AS
WE
ADVERTISE

MEN'S
\$15, \$18 and \$20 Suits
\$13.95
Your unrestricted choice including
many of the best makes.

Many
Other
Bargains
In Store
For
You

Remnants : Short Lengths : Irregular Goods
Short Lengths, Broken Assortments and good staple yardage put
up in convenient lengths at a saving of 10c to 20c a yard

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CHAS. A. STEVENS, Proprietor.

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and New Buggies, Hacks and Harness For Sale.
General Transfer and Drayage Business—Prompt
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If it is Building Material you want we can supply
you, regardless of quality or quantity.

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Roofing, Plastering, Lime, Cal-o-tint, Paints, Oils,
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